

**Meeting Minutes for
December 10, 2001
ZEV Outreach Stakeholders Meeting**

I. Attendees are available in Attachment 1.

II. Introductions and opening remarks

The ARB opened the meeting by discussing some plans for the upcoming Electric Transportation Industry Conference taking place on December 11-14. We had developed a new display panel with a new message: "Cleaner Cars for Cleaner Air - ZEVs on the homestretch." We also ordered some new "ZEVs: The Clear Choice" giveaways such as rope pens and post-it notes. In addition, we had developed several new fact sheets. These fact sheets can be found on the ZEV Outreach Stakeholders Group web site.

III. Clarify Goals

The meeting began with some clarifications of the goals of this stakeholder group. There has been extensive discussion about the types of vehicles that will be included in our outreach efforts. The main goal of this stakeholder group is to promote a self-sustaining market for advanced, clean-air, vehicles through a variety of public outreach and education efforts. The ARB believes that it is important to include the entire family of clean-air vehicles with recognition that electric vehicles need special attention.

IV. Identify Audiences

The meeting started off with a brainstorming of the different audiences that need to be considered in our outreach efforts. Before this brainstorming began, Greg Hanssen expressed the need to emphasize the benefits of home refueling. The audiences included in our brainstorming were:

Schools - elementary, junior high, high school, college (Some ideas for this audience included getting more college classes on EVs by developing a 2 hour special program for instructors to use. It could include stakeholders as guest speakers. Lisa Mirisola of the SCAQMD mentioned that Cerritos College has started offering EV classes. Also, South Carolina has launched a program).

Parents of school children

College towns and communities

College campuses

Media

? Road and Track, Edmonds, Car Point, Kelly Blue Book, Car and Driver

- ? EV Trade Press, Auto Trade Press, morning radio, public radio, public TV, general education and environmental writers.

Commuters

High tech. communities - Silicone Valley

Transportation Management Associations

Environmentalists

Fleets - government, private, public (Lisa Mirisola of the SCAQMD mentioned that the SCAQMD makes outreach materials available to fleets)

General public - hybrid households, high income (The EV drivers are a great way to get the word out about EVs to the general public)

Dealerships - Kimberly Leal mentioned the dealer 20 group. A group of 20 dealers that gets together to talk about things.

Dealer Associations - (SCAQMD has some experience working with dealers on their cleancarchoice.com program)

Opinion makers - celebrities, mayors, policy makers, government, disc jockeys, church leaders

Media advocacy - media board, media council

Local city government officials - Transportation Managers

New car buyers

V. Prioritize Audiences

Next the group prioritized the audiences according to the ones that would help us achieve our goals the most effectively. We did not include the entire list because we knew that we could not address all of these audiences at this time and thought we should just focus on a few. The audiences were placed in the following order:

- 1) Media
- 2) TMA/Commuters
- 3) Dealerships
- 4) Opinion makers

VI. Outreach Tools Needed for these Audiences

- 1) Media - we need a creative strategy. Kevin Collins of Advertising Rising agreed to develop a draft creative strategy for the group to look at.
 - ? Video
 - ? Press Kit
 - Fact Sheets
 - Product information
 - Contacts
 - News releases
 - Suggested story ideas

- Pictures
- CD-Rom with images
- Brochures

VII. Additional Outreach Ideas

Some additional outreach ideas were mentioned in the meeting.

- ? Jamie Knapp of Knapp Communications and Analisa Bevan of the ARB mentioned a project they are working on in Davis that may be a good educational tool for EVs and clean transportation. They are putting together a brochure called "Guide to Clean Rides" using a \$9,000 grant from the Yolo Solano AQMD. This could be modified so that different areas of the state could customize it for their area.
- ? Kimberly Leal suggested we work with a manufacturer to place an EV at a mall and collect information from people through a contest and then use this information in a database to disseminate information about EVs.
- ? Kimberly also mentioned a DMV Crossfell database that is used by dealers to find out who is buying what types of cars by ZIP code.

VIII. Messages

In order to have an effective outreach strategy, we need a consistent message. Those at the meeting wanted to solicit ideas from the entire stakeholder group on good messages to use as we move forward with our outreach.

VII. Next Steps

- ? Complete additional fact sheets
- ? Solicit message ideas.
- ? Develop creative strategy
- ? Develop press kit - Jamie Knapp has an example from the ZEV Alliance that we could use.
- ? Our next meeting will be on January 31, 2002 from 1:00 to 4:00 in Sacramento